

Powerful Secrets of History's Greatest Speakers

Presence, Poise, and Power to Electrify Your Talk

#6 Power Brief

A speech that is brief, if good, is good twice over. -Cervantes

- Simple advertisements: GOT MILK?
- What is a Power Brief?

It is the short statement that can be used to replace a speech.

- RONALD REAGAN once regaled a group of with a story about the best sermon he had ever heard. He was a boy in Dixon, Illinois, attending a church on what must have been the hottest day of the year. Reagan said:

Eggs could have been fried on the steps of the Civil War Memorial in the Dixon town square, and the humidity was so thick that you could have ladled it out like soup.

When it came time for the sermon the preacher mounted the steps to the pulpit and faced the congregation. He pointed downward and said, "It's hotter down there," and then descended from the pulpit. That was his sermon!

- You can be brief by digesting and processing what others say, searching for concensus or a theme that neatly wraps up what most you are saying, and then framing the gist of the discussion into one question. **Brief is better. Short is sharper.**
- LESS IS MORE. President Calvin Coolidge was a quiet man and known as *Silent Cal*. At a dinner he was approached by a woman that told him with a smile, "I bet my husband that I could get you to say more than two words." The president replied, "**You lose.**"